

# Eastern States Radio Corporation

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COLLEGE RADIO SERVICE DIVISION

P. O. BOX 1982  
COLUMBUS 16, OHIO  
WORTHINGTON 2-5277

June 24th, 1953

Miss Janet R. White  
Manager, Radio Station WCSR  
494 Whitney Avenue  
New Haven, Connecticut

Dear Miss White:

An expansion of the RCA classical music program series on college stations is under consideration for the 1953-4 college year, with extension of the basic library and monthly supplements to more stations.

Smith was not included in the first year group because it was our belief that WCSR was several steps ahead of most campus stations in having something of a classical collection on hand - I can recall that in my time at Amherst we quite envied the WCSR stock!

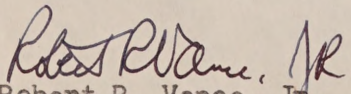
For purposes of evaluating what sort of records WCSR would want if extended the RCA library privilege, we would like to know approximately how many records you now have on hand, and what kind of music they favor - that is, do you have a preponderance of symphony and opera, or would you be low in this type?

If you feel you have a fairly good balance already as to types, perhaps it would be possible for your staff to select a list of suggested records in the fall if WCSR does receive the library, so as to avoid duplications.

Your immediate answer will be greatly appreciated, and will help us and RCA in evaluating what sort of records you can best use.

The renewal contract for your Lucky Strike programs next year will be along shortly.

Sincerely,

  
Robert R. Vance, Jr.  
Operations Manager

RV:lk



June 24th, 1953

Miss Janet A. White  
Manager, Radio Station WJLB  
400 Whitney Avenue  
New Haven, Connecticut

Dear Miss White:

An expansion of the RCA classical music program series on college stations is under consideration for the 1953-4 college year, with extension of the basic library and monthly supplements to more stations.

Smith was not included in the first year group because it was our belief that WJLB was somewhat ahead of most college stations in having something of a classical collection on hand - I can recall that in my time at Harvard we quite enjoyed the WJLB stock!

For purposes of evaluation what sort of records WJLB would want it extended the RCA library privileges, we would like to know approximately how many records you now have on hand, and what kind of music they favor - that is, do you have a preponderance of symphony and opera, or would you be low in this type?

If you feel you have a fairly good balance already as to types, perhaps it would be possible for your staff to select a list of suggested records in the fall if WJLB does receive the library, so as to avoid duplication.

Your immediate answer will be greatly appreciated, and will help us and RCA in evaluating what sort of records you can best use.

The renewal contract for your lucky Strike program next year will be along shortly.

Sincerely,

Robert H. Vance, Jr.  
Executive Director

WJLB